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Unit 1

**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

1. A large proportion of Kickstarter campaigns are run to raise funds to finance musical theater (1393/4114, 34%).

2. It is probably a bad idea to run a Kickstarter campaign for an animation or video game project since all campaigns in those categories have failed (0/200 successful, 0%).

3. The best time to run a successful Kickstarter campaign for a theater project is in May (111/166 successful, 67%).

**What are some of the limitations of this dataset?**

This dataset is not representative of all money-raising campaigns for projects, so it’s hard to say for certain whether using this data will ensure your own Kickstarter’s success. Another possible limitation could be relying on Kickstarter providing accurate data on the rate of failure for all project overall. Since the likelihood for users to delete their failed projects from the system is high, the number of failed projects might be severely underestimated. Assuming Kickstarter reports all deleted projects, the data, however, may be actually accurate.

**What are some other possible tables/graphs that we could create?**

I would create a graph that looks at the average amount of money raised per category and sub-category to see which projects receive the most financing. I would them like to compare that graph to one showing the average amount of backers per category and sub category. Hopefully, these graphs would provide a better understanding of the popularity of some categories and sub-categories over others.